

# MINERÁLNÍ **SUROVINY**

## MEDIA INFO 2024

A magazine professionally specialized in the sector of mining, processing and refinement of construction materials.

The official journal of Těžební unie, the association of Czech mining and engineering companies.

**TĚŽEBNÍ  
UNIE**

## General information about the magazine

The MINERÁLNÍ SUROVINY magazine has been published since 1994 and its aim is to inform about the mining and construction industry, natural geological sites, or historic mines. Mainly in the Czech Republic, but partly also all over the world.

MINERÁLNÍ SUROVINY is the official periodical magazine of Těžební unie, the association of mining and engineering companies. Main activities of the Těžební unie are the representation of the mining industry, cooperation with state and regional administration, participates in consultations on new Czech laws and it is the seminars and conferences organizer.

### MAIN MAGAZINE THEMES:

- Mining, extraction and processing of gravel, sand, crushed natural stones, etc.
- Machinery and equipment for the mining industry
- Construction of highway, railway lines, or buildings
- Environmental aspects, quarries reclamation and revitalization
- Historic mining, geological sites and others
- News from exhibitions and reviews of new publications

The magazine leads the role of a cross-sector bridge between companies processing raw resources and exclusive sellers of machines and equipment. It is published in a count of 1,200 copies and is sent three times a year to more than a thousand addresses. Which allows to reach customers across the mining, construction or engineering industries.

## Target groups and distribution

Circulation	1,200 copies
Issued	3 times a year

### DISTRIBUTION AREAS:

The Czech Republic	1,000
Slovakia	200
In total	1,200

### READER GROUPS:

Mining companies	35 %
Machines and mining equipment sellers	25 %
Construction materials sellers	15 %
Construction companies	10 %
Official state institutions, regional administration, universities and other associations	10 %
Others	5 %

## Contacts

### PUBLISHER:

Těžební unie  
Slavíčková 827/1a, CZ – 638 00, Brno–Lesná  
MK ČR E 8265, ISSN 1212-7248

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## Editorial schedule for year 2024 – Volume 26

### ISSUE 1/2024

Date of publishing  
April 1, 2024

Deadline for sending  
advertisement or article  
March 8, 2024

### ISSUE 2+3/2024

Date of publishing  
September 2, 2024

Deadline for sending  
advertisement or article  
August 9, 2024

### ISSUE 4/2024

Date of publishing  
December 31, 2024

Deadline for sending  
advertisement or article  
November 29, 2024

## Advertisement specifications and price list

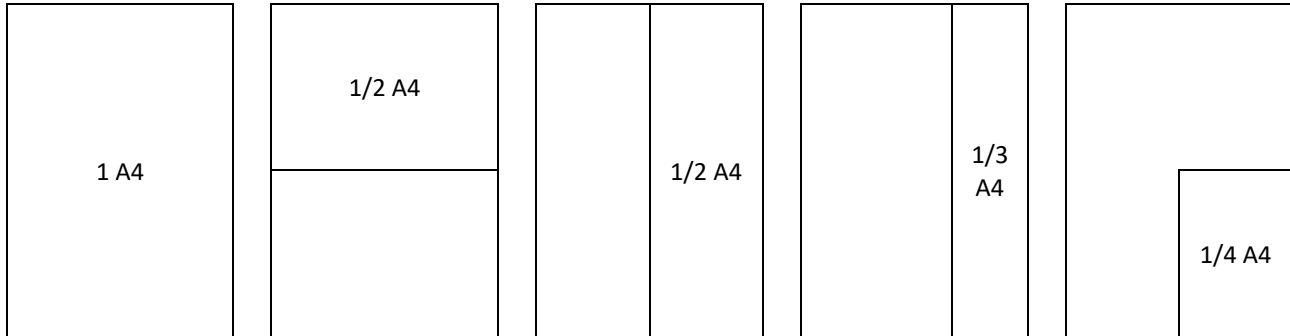
Magazine page size: 210×297 mm • Type Area: 190×267 mm • Offset printing 300 dpi

### COVER:

Front cover page (210×254 mm, bleed + 3mm 216×260 mm)	CZK 34,000
Other cover pages (2nd-4th cover pages)	CZK 29,900
Double page spread (297×420 mm, bleed + 3mm 303×426 mm)	CZK 46,000
Half page (2nd-4th cover pages)	CZK 17,000
Quarter page (2nd-4th cover pages)	CZK 10,000

\*All prices are without 21% VAT.

## MAGAZINE INSIDE PAGE:



Page size	DIN format	Trim width/height (mm)	Bleed (+ 3 mm)	Price
Whole page	1 A4	210×297	216×303	CZK 25,600
Half page horizontal	1/2 A4	210×150	216×156	CZK 13,900
Half page vertical	1/2 A4	105×297	111×303	CZK 13,900
Third page	1/3 A4	70×297	76×303	CZK 10,200
Quarter page	1/4 A4	105×150	111×156	CZK 8,000

\*All prices are without 21% VAT.

PR ARTICLE (1800 characters including spaces + two photos = 1 A4):

Whole page (1800 char.; two photos; logo and contact)	CZK 15,000
Half page (900 char.; one photo; logo and contact)	CZK 7,500
Third page (up to 600 char.; one photo; logo or contact)	CZK 5,000
Quarter page (up to 400 char.; one photo; logo or contact)	CZK 3,750

DISTRIBUTION OF ADDITIONAL PRESS MATERIALS OR ADVERTISING ITEMS:

- insertion of two sheets of DIN A4 format CZK 15,000
- insertion of one sheet of DIN A4 format CZK 10,000
- insertion of a leaflet of DIN 1/4 A4 format CZK 2,500
- insertion of an advertising item by agreement
- distribution of another magazine/multi-page leaflet by agreement

GENERAL INFORMATION ABOUT ADDITIONAL ITEMS:

- Press materials or advertising items are delivered by the customer at their own expense by the day of the advertisement deadline.
- The editors are not responsible for damage to items/materials caused by the shipping company.

\*All prices are without 21% VAT.

## Discount and extra bonus

ANOTHER ADVERTISING DURING THE YEAR:

- **2nd pressing of advertisement**    **5 %**
- **3rd pressing of advertisement**    **10 %**
- **4th pressing of advertisement**    **15 %**
- **Members of the Těžební unie**    **15 %**
- **Billing and advance payment**    **5 %**
- **Agency commission**    **15 %**

\*Specify what discounts you require in the customer's order.

ADVERTISEMENT AT FRONT COVER PAGE:

The customer has the bonus of a full-page PR article inside the magazine.

3–4 ANY ADVERTISEMENTS PER CALENDAR YEAR:

The customer has the bonus of a two full-page PR articles inside the magazine.

NEW MEMBERS OF THE TĚŽEBNÍ UNIE:

Bonus of publishing an informative half-page article about the company, incl. the logo and contact.



## **Payment terms**

An invoice with a fourteen-day maturity is issued within one month from the date of the taxable transaction, i.e. from the date of publication of the magazine.

In case of request for payment in advance, the proforma invoice is issued before the date of printing and publication.

## **Cancellation charges**

Orders can be cancelled only by agreement. Cancellation must be sent to the Těžební unie office and customer must wait for the respond. In case of cancellation ten or less working days before the publication date of the magazine, 50% of the advertising price is charged.

## Terms and Conditions

- The order is specified by this general terms and conditions.
- Prices are specified on the valid price list, unless otherwise specified in a contract.
- Orders are concluded for a period of one calendar year, unless otherwise specified in a contract.
- The bonuses and discounts apply to the given calendar year, unless otherwise specified in a contract.
- Discounts do not apply to customer additional requests (e.g. change of print quality, change of advertising format) and do not apply to distribution of additional press materials or advertising items. All changes will be invoiced separately.
- The purchase of any material for the creating an advertising (in the case of assembly) will be invoiced separately.
- Unless otherwise specified in a contract, advertising is paid individually for each pressing. An invoice with a fourteen-day maturity is issued within one month from the date of the taxable transaction, i.e. from the date of publication of the magazine. In case of request for payment in advance, the proforma invoice is issued before the date of printing and publication. In the case of delayed payments, will be processed with the terms of the Commercial Code.
- In the case of a contract for another advertisement, due to an unpaid invoice issued for a previously published advertisement, the editors do not have to print another advertisement from the relevant order until payment is made.

- Materials for advertising are delivered on time and of the quality required for printing. Low quality or damaged materials will be returned to the customer. The editors keep documents only three months after the order has been realised.
- Eventual graphic design is not included in the valid prices. A preview of the graphic design is prepared according to the client's requirements and sent for correction only at the request of the client. If the customer does not approve the preview by the agreed deadline, it is considered as approval for printing.
- The publisher confirms the printing and technically precise reproduction. Complaints must be made within 30 days of the publishing date.
- Based on the type of advertisement, the publisher will deliver at least one copy of the magazine immediately after publication to the customer.
- Orders can be cancelled only by agreement. Cancellation must be sent to the Těžební unie office and customer must wait for the respond. In case of cancellation ten or less working days before the publication date of the magazine, 50% of the advertising price is charged.
- If the contract cannot be performed due to force majeure, the responsibility shall be exempted in part or in whole according to the influence of force majeure. Right to compensation for damages ceases.
- If the order is not executed for reasons not attributable to the publisher, the customer pays the difference between the pre-agreed price and the price resulting from the completed part of the order.
- For the editors, the place of jurisdiction for resolving disputes at the commercial court is Brno.

We look forward to the opportunity to work together,  
Your editors of the MINERÁLNÍ SUROVINY magazine!



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